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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/765,246

01/18/2001

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BKA.0008US

8160

21906 7590 04/30/2009
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EXAMINER

RAMAN, USHA

ART UNIT

PAPER NUMBER

2424

MAIL DATE

DELIVERY MODE

04/30/2009

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/765,246	Applicant(s) LOWTHERT ET AL.	
	Examiner USHA RAMAN	Art Unit 2424	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 18 February 2009.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-28 and 30-34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-28 and 30-34 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1, 11 and 21 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-2, and 7-10, rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al. (US Pat. 6,029,045) in view of Eldering (US Pat. 6,324,519).

With regards to claim 1, Picco discloses a system for allowing the use of content (see column 4, lines 51-54) on a content receiver ;

Collecting information about content usage of a viewer of the receiver (see col. 10, lines 59-62, col. 11, lines 10-12)

A remote-processor based system (agent 150) determines based on collected statistical data (col. 7, lines 15-24), determines a first subset of local content including advertising resources to a distribution audience. See column 7, lines 28-31.

Picco discloses that not all the households receiving the first subset of advertising resources actually store the content. Rather only a predetermined portion of the received pieces (i.e. a second subset) maybe stored by the set

Art Unit: 2424

top box after comparing content profile of the received pieces with user preferences (see column 4 lines 1-4, col. 6 lines 25-34). Therefore Picco teaches the step of automatically and selectively choosing (by matching/filtering) on the receiver without user intervention an advertising resource from the first subset listing based on usage preference indicating content usage of the user of the receiver to compile a second subset (i.e. when a match is found at step 234, fig. 9) of advertising resources; and

Capturing (downloading) an advertisement listed on the second subset listing of advertising resources to store the advertisement on the content receiver (see column 7, lines 56-61).

Picco discloses that user preferences includes content usage information (col. 11 lines 10-12). Picco further discloses that the set top box permits the user to browse the world wide web while viewing a television program (see column 13, lines 23-26), wherein the set top box determines if a web browser has been activated (see column 14, lines 22-25). Picco however is silent that the content usage information additionally comprises web usage information including web sites visited by the user of the receiver, wherein the advertising resources are chosen based in part on the web sites visited by the user.

Eldering additionally discloses a method collecting usage information about a consumer including web sites viewed by the user (col. 4 lines 42-44, lines 55-56, and lines 62-65).

It would have been obvious to one of ordinary skill in the art to modify

Art Unit: 2424

the usage monitoring step of Picco in view of Eldering to additionally monitor Internet usage such as web sites viewed by the user, thereby providing better subscriber characterization method for targeting ads. The modified system accordingly discloses user preference comprising content usage information (Picco: col. 11 lines 10-13), including web sites viewed by the user (Eldering: col. 4, lines 42-44), wherein advertising resource is selected from the first subset based on the preference information (Picco: col. 6 lines 29-34). Accordingly the selected advertising resource is based on user preference information, including Internet usage of web sites visited by the user.

With regards to claim 2, the modified system comprises a method as stated above in Claim 1, wherein the set top box is operable to update content (see Picco: Col. 7, Lines 35-41) by storing selected local content as stated above, including overwriting or removing selected content (see Picco: Col. 10, Line 62- Col. 11, Line 1). This reads on the claimed combining the advertising listing with subset with advertising available on the receiver. Examiner further takes Official notice that updating content can include the step of adding data thereby expanding the local database. It would have been obvious to one of ordinary skill in the art to further modify the system by combining the subset listing of advertising resources with advertising resources available on the receiver in order to expand the database at the local receiver. The modified system additionally comprises the method of automatically and selectively choosing advertisement resources previously available on the receiver to create the second subset listing. See column 10,

Art Unit: 2424

lines 13-18.

With regards to claim 7, the modified system comprises a method as stated above in Claim 1, wherein the advertising has associated an associated content profile, which is compared to the user's profile for storage and playback (see Picco: Col. 7, Line 55 - Col. 8, Line 22). This reads on the claimed determining a characteristic of advertising and comparing it to information about the use of the receiver.

With regards to Claim 8, the modified system comprises a method as stated above in Claim 1, wherein a user is operable to select television signals from satellite broadcasting for watching (Picco: col. 5, Lines 10-16). The watching of satellite television signal reads on the claimed enabling a variety of content to be selected for play at any time.

With regard to claims 9, the modified system discloses inserting (splicing) advertising data into program while a program is displayed. See Picco: column 14, lines 4-13. By inserting the advertisement while the program is still playing, the advertisement is inserted after allowing the content to be used for a predetermined amount of time. Accordingly the playback of the programming content is replaced with the playback of the advertisement.

With regards to claim 10, the system is silent on the step of controlling the number of times a user may access content other than advertising that is stored on the receiver. Examiner takes official notice that fee based premium contents were well known in the art at the time of the invention,

Art Unit: 2424

wherein it is further desirable to control the number of times a user may access such premium content. It would have been obvious to further modify the system by controlling the number of times a user may access premium content other than advertising so that usage to premium content can be restricted based on fees paid.

4. Claims 3-6, and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al. (US Pat. 6,029,045) in view of Eldering (US Pat. 6,324,519) as applied to claim 1 above, and further in view of Thomas et al. (US PG Pub. 2005/0149964).

With regards to claim 3, the modified system of claim 1 is silent on the step of monitoring application software that the user has utilized. In a further analogous art, Thomas discloses collecting information about user's usage of other non-program guide applications in addition to usage on programming and ads. See [0058]. Therefore, it would have been obvious to one of ordinary skill in the art to further modify the system by further collecting information about application software that a user has utilized thereby developing better characterization about user's usage patterns.

With regards to claim 4, the modified system comprises a method as stated above in claim 3, wherein collecting information includes accumulating the collected data (see Picco, column 11, lines 9-13). This accumulation of the user reads on the claimed developing a database of information about activities undertaken by the user of the receiver.

With regards to claim 5, the modified system comprises the step of

Art Unit: 2424

receiving the first subset of advertising resources from a database of advertising resources located on the remote processor based system based on information about the user of the receiver (see column 6, lines 57-61, and column 7, lines 6-23).

With regards to claims 6, Picco further comprises the step of compiling the second subset based on patterns of a user at the receiver. See column 10, lines 5-10.

With regard to claim 33, the modified system is silent on the step of collecting information about a characteristic of software that is present on the receiver.

In an analogous art, Thomas discloses collecting information about user's usage of other non-program guide applications. See [0058]. One of ordinary skill in the art would recognize that such information collection would be useful in gathering additional information regarding the user and subsequently aiding in better targeting content to the user. Therefore, it would have been obvious to one of ordinary skill in the art to modify the system in view of Thomas' teachings by additionally collecting information about a characteristic of at least one of software that is present on the receiver. It is further noted that in monitoring user's usage of application programs, the system monitors characteristic of software that is present on the receiver.

Art Unit: 2424

9. Claims 11-20, and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al. (US Pat. 6,029,045) in view of Eldering (US Pat. 6,324,519) and Thomas et al. (US Pat. 2003/0037068).

With regards to claim 11, Picco discloses a system for allowing the use of content (see column 4, lines 51-54) on a content receiver ;

A remote-processor based system (agent 150) determines based on collected statistical data (col. 7, lines 15-24), determines a first subset of local content including advertising resources to a distribution audience. See column 7, lines 28-31.

Picco discloses that not all the households receiving the first subset of advertising resources actually store the content. Rather only a predetermined portion of the received pieces (i.e. a second subset) maybe stored by the set top box after comparing content profile of the received pieces with user preferences (see column 4 lines 1-4, col. 6 lines 25-34). Therefore Picco teaches the step of automatically and selectively choosing (by matching/filtering) on the receiver without user intervention an advertising resource from the first subset listing based on usage preference indicating content usage of the user of the receiver to compile a second subset (i.e. when a match is found at step 234, fig. 9) of advertising resources; and

Capturing (downloading) an advertisement listed on the second subset listing of advertising resources to store the advertisement on the content receiver (see column 7, lines 56-61).

Picco discloses that user preferences includes content usage

Art Unit: 2424

information (col. 11 lines 10-12). Picco further discloses that the set top box permits the user to browse the world wide web while viewing a television program (see column 13, lines 23-26), wherein the set top box determines if a web browser has been activated (see column 14, lines 22-25). Picco however is silent that the content usage information additionally comprises web usage information including web sites visited by the user of the receiver, wherein the advertising resources are chosen based in part on the web sites visited by the user. Picco additionally fails to disclose automatically interrupting the use of content in response to detecting a pause in content usage and that while the content usage is paused, enable the receiver to temporarily replace the content with advertising.

Eldering additionally discloses a method collecting usage information about a consumer including web sites viewed by the user (col. 4 lines 42-44, lines 55-56, and lines 62-65).

In a further related art, Thomas discloses detecting pause in content usage, responsive to which interrupting the content temporarily to replace with an advertisement, wherein, the place in the content where the pause occurs, if the pause occurs at all is not determined by a content provider (i.e. use initiated pause). See Thomas: [0011].

It would have been obvious to one of ordinary skill in the art to modify the usage monitoring step of Picco in view of Eldering to additionally monitor Internet usage such as web sites viewed by the user, thereby providing better subscriber characterization method for targeting ads. The modified system

Art Unit: 2424

accordingly discloses user preference comprising content usage information (Picco: col. 11 lines 10-13), including web sites viewed by the user (Eldering: col. 4, lines 42-44), wherein advertising resource is selected from the first subset based on the preference information (Picco: col. 6 lines 29-34).

Accordingly the selected advertising resource is based on user preference information, including Internet usage of web sites visited by the user.

It would have been obvious to one of ordinary skill in the art to further modify the system in view of Thomas' teachings by replacing the content with a previously stored advertisement when a pause is detected to present the advertisement to the user. The motivation is to present useful information such as targeted advertisements that are in conformance with viewer's preferences over the duration of user initiated pause.

With regards to claims 12, the modified system further comprises a method where a user is operable to select television signals from satellite broadcasting for watching (see Picco: column 5, lines 10-16). It further noted that satellite systems were known in the art at the time to present a variety of contents over a plurality of programming channels through various times. Such a selection accordingly reads on the claimed enabling a variety of content to be selected for play at any time.

With regards to claims 13, the modified system further comprises wherein collecting information includes monitoring activities of the user of the receiver (column Picco: 11, lines 9-13).

With regards to claims 14 the modified system further comprises

Art Unit: 2424

wherein collecting information includes accumulating the collected data (see Picco: column 11, lines 9-13). This accumulation of the user data read on the claimed developing a database information about activities undertaken by the user of the receiver.

With regards to claim 15, the modified system further comprises wherein advertisements are stored in a remote database and a subset of these ads are broadcast to user terminals for selective storage based on user profile information as stated above. This reads on the claimed selecting advertisements stored on the remote processor-based system (ads from the head-end's database) based on information about the user of the receiver (user profile).

With regards to claim 16, the advertisement resources are broadcast for storage at the receiver as stated above. In order to facilitate retrieval of the data, the user's terminal must catalog the data it has stored (see column 10, lines 62-67). This reads on the claimed local electronic program guide (catalog of files) compiled.

With regards to claim 17, the system further comprises wherein the advertising has associated an associated content profile, which is compared to the user's profile for storage and playback (see Picco: Col. 7, Line 55 - Col. 8, Line 22). This reads on the claimed determining a characteristic of advertising and comparing it to information about the use of the receiver.

With regards to claims 18, and 19, Picco discloses, wherein content has an expiration date (Col. 6, Lines 61-67) and a maximum number of times it

Art Unit: 2424

may be viewed (Col. 7, Lines 1-2). Further, the terminal may remove or overwrite content (Col. 10, Line 62 - Col. 11, Line 1). This reads on the claimed automatically replacing (overwriting) the content with advertising after allowing content to be used for a predetermined amount of time (date or number of views). This further reads on the claimed automatic determination at predetermined times whether to replace the content.

With regards to claim 20, Picco discloses an article as stated above in Claim 11, further storing instructions that enable to receiver to catalog the advertisements it has stored as stated above. This reads on the claimed automatically compiling a receiver- based database of advertising.

Additionally, only advertisements matching the receiver characteristics are downloaded, and therefore the database includes a subset of selections from the subset listing.

With regard to claim 34, the modified system does not disclose the step of detecting a user-initiated pause in content usage and in response to detecting a pause in content usage, automatically interrupting the use of the content to temporarily replace the content with a previously stored advertisement, the place in the content where the pause occurs, if the pause occurs at all is not determined by the content provider.

Thomas discloses detecting pause in content usage, responsive to which interrupting the content temporarily to replace with an advertisement, wherein, the place in the content where the pause occurs, if the pause occurs at all is not determined by a content provider (i.e. use initiated pause). See

Art Unit: 2424

Thomas: [0011].

It would have been obvious to one of ordinary skill in the art at the time of the invention to further modify the system in view of Thomas' teachings by replacing the content with a previously stored advertisement when a pause is detected to present the advertisement to the user. The motivation is to present useful information such as targeted advertisements that are in conformance in accordance with viewer's preferences as well as based on receiver capabilities over the duration of the pause.

10. Claims 21-28, and 30-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al. (US Pat. 6,029,045) in view of Thomas et al. (US Pat. 2003/0037068) and Sahai et al. (US Pat. 6,594,699).

With regards to claim 21, Picco discloses a computer-based terminal comprising a receiver for receiving the transmission of content;

Storage coupled to the receiver storing instructions that enable the receiver to determine information about characteristic of the receiver (such as user preference, see column 7, lines 12-23);

Receive from a remote-processor based system (agent 150) determines based on collected statistical data (col. 7, lines 15-24), a first subset of local content including advertising resources. See column 7, lines 28-31.

Picco discloses that at a given household, only a predetermined portion of the received pieces (i.e. a second subset) maybe stored by the set top box after based on a characteristic of the receiver (such as a user

Art Unit: 2424

preference, see column 4 lines 1-4, col. 6 lines 25-34).

Capturing (downloading) an advertisement listed on the second subset listing of advertising resources to store the advertisement on the content receiver (see column 7, lines 56-61). It is further noted the step of executing the methods steps in a computer based terminal runs a program, reading on the claimed shell.

Picco fails to disclose determining a characteristic of receiver hardware and further fails to disclose the step of enabling the use of content to be paused and temporarily replaced with a previously stored advertising.

In a related art, Thomas discloses detecting pause in content usage, responsive to which interrupting the content temporarily to replace with an advertisement, wherein, the place in the content where the pause occurs, if the pause occurs at all is not determined by a content provider (i.e. use initiated pause). See Thomas: [0011].

Sahai further discloses a system for capability based multimedia streaming over a network, wherein in addition to preferences, system capabilities, including hardware is determined (col. 2, lines 23-28). By determining a characteristic of receiver hardware, the server is aware of client capabilities in order to optimally service any requests.

It would have been obvious to one of ordinary skill in the art to modify the system in view of Thomas' teachings by replacing the content with a previously stored advertisement when a pause is detected to present the advertisement to the user. The motivation is to present useful information

Art Unit: 2424

such as targeted advertisements that are in conformance with viewer's preferences over the duration of user initiated pause. It would have been obvious to one of ordinary skill in the art at the time the invention to further modify the monitoring system including viewer characteristics to further include hardware capabilities for the purpose of providing service providers with data regarding the capabilities of user systems in order to efficiently service requests based on client capabilities.

With regards to claim 22, the modified system further comprises, wherein the system is a television receiver (Co1. 5, Lines 12-16)

With regards to claims 23, and 24, the modified system further comprises wherein content has an expiration date (Picco: Co1.6, Lines 61-67) and a maximum number of times it may be viewed (Picco: Col. 7, Lines 1-2). Further, the terminal may remove or overwrite content (Picco: Col. 10, Line 62 - Col. 11, Line 1). This reads on the claimed automatically replacing (overwriting) the content with advertising after allowing content to be used for a predetermined amount of time (date or number of views). This further reads on the claimed automatic determination at predetermined times whether to replace the content.

With regards to claims 25, the modified system further comprises a method where a user is operable to select television signals from satellite broadcasting for watching (see Picco: column 5, lines 10-16). It further noted that satellite systems were known in the art at the time to present a variety of contents over a plurality of programming channels through various times.

Art Unit: 2424

Such a selection accordingly reads on the claimed enabling a variety of content to be selected for play at any time.

With regards to claims 26, the modified system further comprises wherein collecting information includes monitoring activities of the user of the receiver (column Picco: 11, lines 9-13).

With regards to claims 27 the modified system further comprises wherein collecting information includes accumulating the collected data (see Picco: column 11, lines 9-13). This accumulation of the user data read on the claimed developing a database information about activities undertaken by the user of the receiver.

With regards to claims 28 and 31, the modified system further comprises wherein the storage stores instructions that enable the receiver to access a database of available advertisements on a specialized remote processor based system (see Picco: column 6, lines 57-61).

With regards to claim 30, the advertisement resources are broadcast for storage at the receiver as stated above. In order to facilitate retrieval of the data, the user's terminal must catalog the data it has stored (see column 10, lines 62-67). This reads on the claimed local electronic program guide (catalog of files) compiled without user intervention to the second subset of advertising resources captured from the remote processor. The second subset of advertising resources is based on activity of the user that is finer tuned than the first subset listing as discussed above.

With regards to claim 32, the modified system does not disclose that

Art Unit: 2424

the database of available advertisements are specialized for a language other than the national language spoken in the location of the receiver. Examiner takes official notice that it was well known in the art for local headends to support content programming in a language other than that national language because it is widely spoken in that region. As such it would have been obvious to modify the system to have database specialized with advertisements in languages other than the national language spoken in the location of the receiver in order to target ads to speakers of the other languages.

Conclusion

11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Art Unit: 2424

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to USHA RAMAN whose telephone number is (571)272-7380. The examiner can normally be reached on Mon-Fri: 8am-4:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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/Usha Raman/